

How do we define the avant-garde?

The Independent Film Situation / Sector (U.S. 1980's)

Home Movies

- a) documentaries
- b) narrative (imitation of film)
- consumer economics - recreational filmmaking small gauge

[Consumer (commercial) - Video weddings, etc.]

Documentary
Non-Commercial
Commercial
⑥ network/PBS

⑦ alternative forms (extended verité)
Palazzo

⑧ Feature
⑨ educational

⑩ educational-intentional (New Day)

related sectors
• agency films
• sponsored films, MTV
• industrials
• commercials, etc
• in-house
• specials, installations (World's Fair film, etc.)

subset - film theory films
• academic avant-garde (expository genre)

Art World Avant Garde
Alta-Reeds, MAC (subsidized)

Bohemian Subculture
youth culture
counter culture/underground
avant-garde subculture - esp. sexual

Kem-video distrib.

Related Sectors: Student films, related secondary and primary relations with video, TV animation as a form enters much of this

Hollywood

low budget pix (\$1-\$3 million)

exploitation films

b) made-for-TV

① Ind. subsidized
\$75,000 → \$800,000
(Heartland)
ZDF/Channel 4
NEH
CPB/PBS
Europe - "Art & Essay"

② Ind. capitalized
speculative investment
(Smithereens)
can cross over
(Theatrical)
ART HOUSE CINEMA

③ Commercial pornography
capitalist, entrepreneurial
special distrib/exhibition
(borderline and illicit before 1970s)

Cult Films

Primary relations with video, TV